

**Abstract**

5 In a method of producing a pressure-sensitive adhesive article an electrically conductive acrylate-containing pressure-sensitive adhesive is coated within a hotmelt coating process in such a way, with stretching or drawing, onto a backing, that an anisotropic electrically conductive layer is produced which has a shrinkback of at least 3% measured on the free pressure-sensitive adhesive film. From the material it is possible with advantage to manufacture diecuts for the electrical and electronics industry.